



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
2 NAVY ANNEX
WASHINGTON, DC 20380-1775

MCO 3104.1
C465VIM
8 JUN 00

MARINE CORPS ORDER 3104.1

From: Commandant of the Marine Corps
To: Distribution List

Subj: MARINE CORPS VISUAL INFORMATION AND COMBAT CAMERA SUPPORT
MANUAL (SHORT TITLE: MCVICCS)

Ref: (a) DOD Directive 5040.2 of 7 Dec 1987 (NOTAL)
(b) DOD Directive 5040.3 of 5 Dec 1987 (NOTAL)
(c) DOD Directive 5040.4 of 30 Sep 1996 (NOTAL)
(d) SECNAVINST. 3104.1 of 22 Apr 99 (NOTAL)
(e) MCO P5600.31

Encl: (1) Locator Sheet
(2) List of Definitions

1. Purpose.

a. To establish policy, procedures, and standards for the effective management and operation of Marine Corps Visual Information (VI) and Combat Camera (COMCAM) activities.

2. Cancellation. MCO P5290.1

3. Background. References (a) through (c) establish policy for DOD concerning VI and Combat Camera. Reference (d) provides guidance and assigns responsibilities for the accomplishment of the Department of the Navy (DON) VI and Combat Camera Program. Reference (e) provides guidance to commanders concerning the Printing and Publications Management Program (PPMP).

4. Summary of Revisions. This Order has been rewritten and revised in its entirety and should be completely reviewed.

5. Recommendations. Recommendations for changes to the subject

DISTRIBUTION STATEMENT A: approved for public release; distribution is unlimited.

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Manual are invited and should be submitted to the Commanding General,
Marine Corps Combat Development Command (C46) via the appropriate
chain of command.

6. Certification. Reviewed  this date.

T. S. Jones
By direction

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LOCATOR SHEET

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MANUAL (SHORT TITLE: MCVICCSMAN)

Location: (Indicate the location(s) of the copy (ies) of this
Manual.)

ENCLOSURE (1)

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RECORD OF CHANGES

Log completed change action as indicated.

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GENERAL. This manual outlines Visual Information and Combat Camera Support (VICCS) policy and responsibilities for the administration of the program and specifies responsibilities for the conduct of VI activities within the Marine Corps.

VICCS POLICY

1. Per references (a) through (d), the Marine Corps shall maintain VI and Combat Camera (COMCAM) resources to provide:

a. Rapid deployable COMCAM assets for the planning and execution of operational imagery documentation of force deployments and activities before, during, and after military engagements, operations, and emergency actions, that will be available for tasking by:

(1). Fleet and cognizant commanders of the operational forces of the Marine Corps and their staffs;

(2). The Unified Combatant Commands, the Sub-unified Commands and Joint Task Force Commanders and their staffs, and;

(3). The National Command Authority (NCA), Joint Staff and other Federal Agencies, as directed.

b. General purpose VI support that satisfies DON and DOD requirements for audiovisual documentation, production, distribution, records centers, and installation-level support other than COMCAM.

c. Dedicated VI support of such activities as medical and intelligence functions; and for research, development, test and evaluation (RDT&E).

d. VI and COMCAM personnel with a training capability and career progression opportunities.

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e. Marines to support afloat, CONUS and overseas commitments.

f. Life cycle management of VI and COMCAM assets.

2. VI and COMCAM records are important and in some cases the only source of operational and technical information for decision making at all levels. They provide historical documentation, public affairs information and serve other purposes within the Marine Corps mission.

3. The mission of COMCAM is to provide the NCA, the Chairman of the Joint Chiefs of Staff, the Military Departments, the Unified Combatant Commanders, and the on scene commander with direct image capability in support of operational and planning requirements during world crises, contingencies, exercises and wartime operations.

4. The Commandant of the Marine Corps (CMC) will maintain a central management office at the headquarters level to be responsible for all VI and COMCAM matters per the references.

5. VI activities shall be authorized and managed per the references, and operated in the most cost-effective manner; and shall support all DOD organizations and commands within a region through Memorandum of Agreements (MOA), Inter-Service Support (ISS) agreements, and on a reimbursable basis.

6. VI services include but are not limited to still photography (digital and conventional), video, graphic arts, computer based training, desktop publishing, printing and reproduction, video productions, multi-media authoring, etc.

7. VI productions shall be used to support mission requirements, per reference (a), when they have been justified by front-end analysis and are cost-effective.

8. Original VI productions, products, and associated administrative records shall be controlled throughout their life cycle per the references and disposed of per MCO 5215 series.

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9. All VI products will be used for "Official Purposes" only.

Therefore, no lewd, lascivious, immoral or illegal requests will be supported.

10. If a request is not immoral, illegal, or unethical, VI personnel should find a way to support.

11. Since, the majority of VI equipment is commercial-off-the-shelf (COTS) products, preventative and corrective maintenance/repair and record keeping should be performed in accordance with manufacturer's specification and guidelines.

RESPONSIBILITIES.

1. **The Commanding General, Marine Corps Combat Development Command (MCCDC)** has been assigned by CMC and will act as the centralized manager for VI within the Marine Corps. CG, MCCDC will:

a. Provide VIS policy and guidance to commanders concerning the operation and management of VI activities in accordance with existing regulations.

b. Designate and provide qualified representatives to panels, working groups, boards and committees relevant to Marine Corps VIS programs.

c. Serve as functional proponent and sponsor for Occupational Field (OCCFLD) 4600.

d. Ensure that all VI activities support commanders' requirements, the Marine Corps Multi-Media Accessioning Program and the Joint Combat Camera Center.

2. **Head, Visual Information Management (VIM) Section.** The Visual Information Management Section (C 465VIM), Training and Education Support Branch (C465), Training and Education Division (C46), Marine Corps Combat Development Command (MCCDC), is designated as the "Visual Information Management Policy Office" for the Marine Corps. VIM will:

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- a. Provide VICCS input for the Marine Corps Master Plan and develop Corps-wide VI plans regarding strategy, programming, policy, architecture, direction, guidance, and procedures.
- b. Plan, administer, and direct Marine Corps VICCS programs.
- c. Prepare Marine Corps directives relating to VICCS policy.
- d. Serve as the primary document owner for Visual Information doctrine.
- e. Serve on boards, committees, panels, working groups, and attend meetings and conferences related to the Marine Corps VIS programs.
- f. Serve as the Occupational Field (OCCFLD) Specialist for OCCFLD 4600, Visual Information Support.
- g. Review and evaluate combat developments for tactical VI force structure manpower and systems requirements.
- h. Based upon the Marine Corps Master Plan, review and validate Marine Corps VI equipment requirements and submit a 5 year budget for VI investment-type Procurement Marine Corps (PMC) equipment in accordance with instructions contained within this Manual and MCO P7100.8, Field Budget Guidance Manual.
- i. Announce, publish, and conduct an Annual Planning Summary Call-Up each fiscal year.
- j. Ensure that VI activities maintain technological compatibility and interoperability while exploiting advancements in technology to the fullest extent possible.
- k. Establish planning guidelines for the life expectancy of VI equipment.
- l. Manage VI PMC equipment items through their lifecycle. (Examples: film processors, video production equipment, digital imaging equipment, and transmission equipment).

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m. Serve as coordinator for initial equipment issues to Combat Camera units.

n. Monitor the effectiveness of VIS at all commands within the Marine Corps.

o. Exercise administrative control of the Marine Corps Combat Camera Unit and coordinates with HQMC (PP&O) concerning operational requirements, in order to provide the Marine Corps with ready access to current imagery and lessons learned from Marine operations around the world.

p. Ensure effective VI product procurement, distribution, support and accountability, in accordance with DOD Directives and applicable MCO orders and directives.

q. Manage the Marine Corps Visual Information Production Program (MCVIPP) and the Marine Corps Multi-Media Accessioning Program (MCMMAAP)).

r. Serve as the Marine Corps functional proponent for the Defense Automated Visual Information System (DAVIS).

s. Conduct formal training of newly appointed VI officers (4602), VI chiefs (4691), civilian VI managers and civilian VI supervisors.

t. Plan, budget, and facilitate an effective Subject Matter Expert (SME) program in support of management seminars, conferences, educational programs and any other pertinent event relating to visual information.

u. Assists M&RA in the assignment of MOS 4600 personnel upon completion of formal school training and for special duty assignments.

The Commanding Generals, Marine Corps Recruit Depots and Recruiting Regions (ERR/WRR) will establish and maintain programs for screening recruits possessing talents applicable to assignment within OCCFLD 4600. Subject programs shall consist of, but not limited to, the review of portfolios (e.g. video, photography and/or graphics), an interview, and an orientation visit to the local CVIC. Early identification of talent and of portfolios (e.g., video, photography

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and/or graphic), an interview, and an orientation visit to the local CVIC. Early identification of talent and timely recommendations for future assignment within OCCFLD 4600 are necessary to place a recruit in a 46XX military occupational specialty (MOS) that can use his/her talents.

4. Commanding Generals and Commanding Officers Responsibility.

Commanders responsible for VI activities, to include those with combat camera and or printing only, will:

- a. Provide adequate operational budgets for VICCS activities, to include, but not be limited to, funding for replacement of expendables and individual components (Examples: camera bodies, video camcorder, televisions, video recorders, etc.), lifecycle management, operations and maintenance, local training, and contracts.
- b. Submit requests for formal schools, university level training, and planning summary requirements per instructions provided by CG, MCCDC (C465) during annual call-ups.
- c. Ensure that all VI imagery having immediate or historical value is forwarded to the CG MCCDC (C465VIM) for accessioning.
- d. Ensure that Combat Camera and Printing assets are included in all operational and deployment planning to ensure that each operation, exercise, contingency, or other than war is documented from the very beginning to the end
- e. Ensure that all imagery of combat, crises operations, humanitarian operations, and exercises are forwarded to the Joint Combat Camera Center in the most expeditious manner possible (e.g. file transfer protocol (FTP), E-mail attachment, etc.) per instructions provided in the VI Manager's Handbook.

5. Commanding Officers, Marine Corps Districts.

a. Commanders of Marine Corps Districts will assign, in writing, the Public Affairs Officer (PAO) the additional duty of overseeing VI personnel and equipment. The PAO should perform their responsibilities per this Manual, applicable directives, local SOP, and the VI Manager's Handbook.

b. Due to the unique mission requirements on recruiting, Marine Corps District VI sections, to include personnel, equipment, and support, will remain under the command of the District Commanding Officers in order to provide immediate mission support.

6. Commanding Officer, Marine Corps Detachment, Defense Information School (DINFOS), Fort George G. Meade, MD.

a. The Commanding Officer, Marine Corps Detachment, Fort Meade, MD will act as the liaison to the Commandant, DINFOS for all matters pertaining to 4600 Marines. In the performance of such duties, frequent communications with the Head of VIM is required in the areas of command and control for the Marine Staff and students, to include but not limited to, personnel assignments, overseas screening, academic achievement or failure, and administration, that directly effect the 4600 OCCCFD.

7. OIC, Combat Visual Information Center (CVIC) or Combat Visual Information Unit (CVIU). Commanders authorized CVIC/CVIU will: designate an OIC/Director in writing. The OIC/Director will hereinafter be referred to as the OIC. The OIC, usually a Visual Information Officer (MOS 4602), or a civilian employee, will be assigned the primary responsibility of management and operation of the CVIC/CVIU. The OIC will:

a. Centrally manage, direct, and market the VICCS program within the command.

b. Ensure that the CVIC/CVIU is operated in compliance with existing orders and directives.

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c. Develop and publish a local Standard Operating Procedures (SOP) for Visual Information services and support.

d. Ensure that CVIC/CVIU functions are recorded and reported in accordance with applicable directives and orders, local SOP, and the VI Manager's Handbook.

e. Plan and budget for VI resources (i.e. materials, supplies, equipment, maintenance, contracts, training, conferences, and seminars) using MCO P7100.8, Field Budget Guidance Manual, and the MCBul 7100 series.

f. Advise commanders of the CVIC/CVIU capabilities, state of readiness, and the status of personnel and equipment.

g. Publish a local information package (pamphlet/catalog or web page) which describes VI services and how to get them.

Establish production control procedures with priority system. A detailed explanation of production control procedures will be provided in the VI Manager's Handbook and should be incorporated into local SOP and orders.

i. Establish and supervise the quality control program within the CVIC/CVIU.

j. Establish a program to ensure the safety of personnel when handling hazardous materials or equipment. The proper posting and use of manufacturer's instructions, material safety data sheets (MSDS), and safety equipment and supplies will help to avoid accidents.

k. Ensure that waste materials are processed for the recovery of residual silver per applicable directives and the VI Manager Handbook.

l. Establish and maintain local archives of video, photographic, graphic products, and artwork in support of customer's requests. All VI products should be reviewed annually. If a VI product has outlived its usefulness locally, it should be forwarded to CG MCCDC (C465 VIM), attention

Multimedia Accessioning Point, for archiving purposes.

m. Produce instructional and informational products within local capabilities and per applicable directives and orders, SOP, and VI Manager's Handbook (Examples: video products, video productions, and multi-media productions in various formats (e.g. CD, DVD, computer file, etc.)).

n. Establish and maintain a continuous mission oriented training (MOT) program. Each OIC is encouraged to seek intermediate and advanced VI training at local colleges and workshops.

o. Visual Information (VI) equipment, facilities and materials are to be used for official purposes only and VI products are the exclusive property of the Marine Corps. VI resources should not be used to duplicate entertainment products, stamps, obscene/pornographic material or to support social functions (Example: Marine Corps Balls). Refer to the local legal office for instructions on when and how to apply the Fair Use Clause of the copyright law.

p. Seek regional support for request that exceed local capabilities.

q. Serve as the technical expert for all things relating to VI.

r. Ensure the availability of qualified Contracting Officers' Representatives (COR) for contractor support efforts within the CVIC/CVIU.

8. OIC, Marine Corps Combat Camera Unit (MCCCU) and Division Combat Camera and Printing Units (DCCPU). A VI officer (MOS 4602) will be assigned as the OIC of the MCCCU and DCCPU. If possible, incumbents will have successfully served a minimum of two years in a VI management billet. The OIC will perform all duties listed in this manual, and the following:

a. Plan and accomplish VI documentation projects for supported units, and as may be directed by CMC and CG, MCCDC (C46).

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b. Plan, program, and budget to support the VI requirements of their commanders and higher headquarters.

c. Keep the CG, MCCDC (C46) informed of the capability, state of readiness, and current operational status of combat camera facilities, equipment and personnel.

d. Ensure that documentation materials are properly handled, captioned, and forwarded to the Joint Combat Camera Center or the Marine Corps Multimedia Accessioning Program (MCMAP) as appropriate.

e. Ensure that combat camera and printing assets are incorporated into all operational and embarkation plans.

f. Actively support combat camera personnel who are assigned to the Marine Expeditionary Units (MEU).

g. Provide VI products to support a variety of missions concurrently (operators, analysts, historians, etc.). When mission requirements exceed capabilities, OICs will solicit augmentation from other VI activities.

h. Maintain and conduct the imagery acquisition training program for the intelligence, reconnaissance, and counter-intelligence Marines.

i. Participate in Joint Combat Camera operations as required.

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List of Definitions

Audiovisual (AV) Production. An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for conveying information to, or communication with, an audience. (See "VI Production" for the definition of all other forms of production). (DOCC 5040.2)

Combat Camera (COMCAM). The acquisition and utilization of still and motion imagery in support of military operations. COMCAM does not include imagery specifically acquired by intelligence activities (DODD 5040.4)

Distribution. The VI COMCAM initiated forwarding, sending or circulating of VI product and information for internal use or other governmental agencies.

Doctrine. Fundamental principles by which the military forces or elements thereof guide their actions in support of national objectives. It is authoritative but requires judgment in application. (JCS PUB 1-02)

DOD Component. An organization that is part of the office of the Secretary of Defense (and its field activities), one of the Military Departments, part of the Organization of the Joint Chiefs of Staff, one of the Defense Agencies, or one of the Unifies and Specified Commands.

Imagery. The Imitation, copy, or representation of a person, place, or entity captured, depicted, fixed, recorded, drawn, or stored, or distribution to communicate ideas or information. (JCS PUB 1-02)

Information. Any communication or representation of knowledge such as facts, data, or opinions in any medium or form, including textual, numerical, graphic, cartographic, narrative, or audiovisual forms. (OMB Circular 1-130)

Information Resources. Includes both government information and information technology. (OMB circular A-130)

Information Technology. The hardware and software operated by a Federal agency or by a contractor of a Federal agency or other organization that process information on behalf of the Federal government to accomplish a Federal function, regardless of the technology involved, whether computers, telecommunications, or others. It includes automatic data processing equipment as that term is defined in Section 111 (a) (2) of the Federal Property and Administrative Service of 1949. For the purpose of OMB circular A-130, automatic data processing and telecommunication activities related to certain critical national security mission, as defined in 44 U.S.C. 3502(2) and 10 U.S.C. 2315, are excluded. (OMB Circular A-130)

Combat Camera Program (COMCAM). A uniform, systematic, and comprehensive life cycle management program to provide and insure availability of complete; accurate, timely, and accessible visual information records of United States naval military operations for decision making, historical, and other uses.

Official VI COMCAM Imagery. All photographic and video images, regardless of the medium in which they are acquired, stored, or displayed, that are recorded or produced by persons acting for or on behalf of VI COMCAM activities, functions, or missions.

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Original. The initial photographic image, photographic or magnetic sound recording, or video recording as compared with subsequent stages of duplication. Frequently, referred to as VI COMCAM record material.

Operational Documentation (OPDOC). VI COMCAM documentation of activities to convey information about people, places, and things. It is general purpose documentation normally done in peacetime. (See "VI Documentation").

Permanent VI Record Material. Those VI COMCAM products which document the organization, functions, policies, procedures, personalities, essential transactions, and significant mission and support activities of the DoD, a DoD Component, or a subordinate element thereof. Includes those VI COMCAM products containing information that is unique in substance, Arrangement or manner of presentation; depicting phenomena; utilizing or depicting new technology; representing and advice in the state-of-art; And/or having current or potential value from and historical perspective.

Photography. The process of art of rendering optical images on Sensitive surfaces by electronic or chemical action stimulated by light or other forms of radiant energy such as x-rays or infrared radiation.

Still Photography. The medium used to record still imagery, including Negative and positive images. (DODD 5040.2)

Technical Documentation (TECDOC). VI documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science, logistics; research, development, test and evaluation; intelligence; investigations; and armament delivery. (DODD 5040.2)

Visual Information System. Equipment or a group of equipment components (including Interactive Video Disc and/or visually based equipment) which performs a VI functions, produces a VI product, or provides a VI service.

VI COMCAM Activity. An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those that do the following:

- a. expose and process original photography.
- b. record, distribute, and broadcast electronically (video and audio);
- c. reproduce or acquire VI products;
- d. provide VI services.
- e. distribute or preserve VI products.;
- f. prepare graphic artwork;
- g. fabricate Vi aids, models, and display;
- h. provide presentation services or manage any of these activities. (DODD 5050.2)

VI Distribution. The cataloging and distribution process of the central distribution activities and the loan operations of field VI libraries. (DODD 5040.2)

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VI Documentation (VIDOC). Motion media, still photography, and audio recording of technical and non technical events, while occurring, and usually not controlled by the recording crew. VIDOC Encompasses COMCAM<OPDPC, and TECDOC. (DODD 5040.2)

VI Equipment

a. Production. Items used for the recording, producing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI. Includes professional still, motion picture and video cameras; editing equipment, telecine equipment, audiotape, and cassette duplicator; computer computer generated graphic systems; film paper processing equipment photographic printers.

b. Non-production. Items used to maintain, repair, store, retrieve, exhibit, or otherwise provide for the use of VI products. Includes videotape/disc players and television monitors; interactive video equipment; slide, film strip; motion picture, overhead, opaque and video projectors.

c. Other. When items that could otherwise be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they shall be managed as a part of that non-VI system or device.

VI Functions. The Individual VI process of photography, graphic arts, VI production, duplication, distribution, records preservation, presentation and related technical services that support the NAVIP and its missions.

VI Management (VIMO). A staff office at the CNO, major claimant (MCVIMO), major command or other management level, which prescribes and requires compliance with policies and procedures and reviews operations.

VI Production. The process of combining or arranging any separate audio or visual product (s) in continuity in a self-contained, complete presentation that is developed according to plan or script for conveying information to, or communicating, with an audience. A VI product is also the end item of the production process. The special kinds of VI production process. The special kind of VI production that combines motion media with sound is further defined as "AV" production." Used collectively, VI production refers to the function of procurement, productions, or adoption from all sources; ie., in-house or contract production, off-the-shelf purchase, or adoption from another Federal agency. (DODD 5040.2)

VI Products. VI COMCAM media elements such as motion picture and still photography (photographs, transparencies, slides, and film strips), audio and video recordings (tape or disc), graphic arts (including computer generated products), model, and exhibits. The "VI production" is a unique form of VI product and usually addressed separately. (DODD 5040.2)

VI Records. VI COMCAM materials, regardless of format, and related textual records by the VI COMCAM programs.

VI Records Center. A facility, sometimes specifically designed and constructed, for the low-cost and efficient storage and referencing of semi-current records pending their ultimate disposition. (DODD 5050.2)

VI Services. Those actions through the VI COMCAM program that:

- a. Result in obtaining a VI product that;
- b. Support the preparation of a completed VI production such as photographing, processing, duplicated, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts;

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- c. Support existing Vi products such as distribution and records center operations;
- d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projections services, operation of conference facilities, video-teleconferencing, or other presentations systems.